

Abstract of the Disclosure

A method of and apparatus for remotely qualifying a prospective customer's (prospect) data stream transformation project. The invention employs a remote qualifier site communicatively connected to a prospect site and an Internet host. A remote qualifier remotely qualifies the prospect's data stream transformation project by executing steps including determining a prospect's business initiative, conducting a cost versus benefit analysis, determining a client device interface targeted by the data stream transformation project, inquiring about existing host systems of the prospect, searching for similar prior data stream transformation projects, inquiring about data stream transformation project deployment timing, inquiring about alternative approaches to accomplish the data stream transformation project, rejecting the prospect as unqualified if the prospect was determined to be unqualified in a previous step, requesting a signature on a mutual nondisclosure agreement, determining whether the data stream transformation project can use a standard estimate or if it needs further development by an engineering team, sending information to a engineering team for an estimate if the data stream transformation project was determined to need further development, or alternatively generating a standard estimate if the data stream transformation project was determined not to need further development, and gathering contact information.